



VigyanPrasar

**Department of Science & Technology, Govt. of India
in partnership with SEVAKS, New Delhi and Host Institutions**

invites applications for participation in

Regional Workshops on

Science Broadcasting

Lucknow, Kolkata, Thiruvananthapuram, Pune

Context

Broadcast sector in India has grown rapidly in the last two decades. For the viewers and listeners, the supply is more than they might demand in terms of the number of channels to choose from. However, most regional language channels are still trying to imitate each other, vying for scoops and sensationalism in a bid to survive and if possible, to grow.

In such a scenario only a few of the existing channels will survive into the next decade. If advances in technology do not wipe out some channels, the lack of adequate number of viewers/listeners will. Those who survive are those who are willing to meet the demands of the public for news, views and entertainment – content that is relevant for their day-to-day lives.

Engaging content dealing with issues related to livelihood, health of family members, technologies that they have to deal with and may look forward to, and their own physical, biological, psychological, social, economic and political environment. Content that is authentic and credible, scientifically accurate, fair and balanced.

Background

VigyanPrasar in partnership with SEVAKS, an NGO organized a National workshop on Science Broadcasting in Delhi to overcome the problem. The workshop had an

appreciable impact on the participants. The regional workshops are improved versions of the National workshop.

Objectives

The Regional Workshops on Science Broadcasting aims to build the capacity of TV and radio producers

- to use a wider set of information sources quickly and efficiently,
- to assess the quality, relevance and credibility of the content,
- to deal with complex ideas and concepts,
- to structure and tell the stories well through broadcast media

The Workshop

The workshop will focus on improving the skills needed to quickly locate scientific content relevant to specific target audiences and to structure the content in comprehensible and engaging ways. The workshop will provide tools, tricks and tips for covering issues related to health, agriculture, environment and technology. The workshop will orient the producers to the best practices used in attracting audiences in a competitive media environment.

Who should participate?

The workshops are intended for TV & Radio Professionals, Amateur video makers with demonstrable interest in science communication, Community Radio Producers and Script Writers, Science Communicators in laboratories and voluntary organizations, Faculty members of journalism schools, with experience in science video production and science communication / journalism through electronic media will also find the workshops particularly useful.

Participants under the age of 40 will be preferred. The medium of instruction will be English interaction will include oral and written submissions.

Minimum qualifications:

- At least 2 years of experience in production. (Relaxable in cases of community radio stations).
- The workshop will be conducted primarily in English. Ability to participate in group discussions using English language.

- Computer skills – Experience with some basic uses of MS Word or equivalent, besides browsers like Internet Explorer or Mozilla Firefox and search engines like Google.

Expected Output and Outcome

Towards the end of the 5 days, the participants will have worked out the concepts, done research, worked out a treatment for producing programmes which they can produce easily - after the workshop. In other words, the output will be story ideas backed by reasonable amount of research.

There has been an explosive growth of TV and Radio channels in India. After a period of “more of the same” channels are struggling to specialize and to capture niche audiences. The ability to handle content that meets the information needs while satisfying the entertainment values of the viewers and listeners will ultimately determine the survival of most of the existing channels. This workshop provides an opportunity to train the content producers and to build their capacity to handle diverse contents efficiently and effectively.

The trainer

K P Madhu started out as a freelance science journalist in 1978 and in the last 3 decades have had extensive experience in print and television media. He has worked as a producer for UGC programmes in Jamia Millia Islamia, as producer for Turning Point, a popular science serial, as chief producer Medical Television, as Joint Director, CEC, coordinating UGC production and transmission, and as a media consultant to NGOs.

He has published several academic papers in media journals. He is the lead author of “HIV on TV: Getting the Story and Telling it Right”, a UNESCO Journalism Education Series for TV trainers and Producers. His book “Social Media: Tips and Tricks for Citizen Journalists” is presently under publication by publication division of the Ministry of Information and Broadcasting.

He has a passion for training. His skill sets as a trainer was refined when he worked as a Programme Manager in the Asia Pacific Institute for Broadcasting Development and conducted training workshops for TV and radio producers in many countries of the Asia-Pacific region.

He has conducted workshops on Science for producers in Indonesia, Malaysia and Sudan. This led to the development and testing of a training material titled “Broadcasting Science”, published by AIBD and UNESCO. This resource allows the training to be focused on skills rather than knowledge.

A National Workshop on Science Broadcasting was held in Delhi, based on these experiences and expertise. The participants of the National workshop on science broadcasting had this to say:

“The workshop is very helpful.”

“Now I can make programme on science. The techniques of studying scientific journals and useful websites and new searching techniques will improve my programmes.”

“Now I have a clear idea of the objective of my programme. I will practice all the skills learnt here. It will improve the quality of my programme

“It will be useful to enhance the quality of my radio programmes and also the research for it.”

Registration fee

Registration fee: Rs. 3000/- is to be sent along with application cum registration form by crossed demand draft/multi city cheque drawn in favour of “VigyanPrasar”, payable at New Delhi.

Accommodation and Food

Modest accommodation and food will be provided to the participants. Workshop will be totally residential to increase the interactions and to allow adequate time for group work.

Travel expenses if any will have to be borne by the participants.

Important Dates and Venue

Workshop Stations	Dates	Venue / Host Institutions	Last date for receipt of completed application along with fee
Lucknow	5 th to 9 th September 2011	Amity University, Lucknow Campus	29 th August 2011
Kolkata	19 th to 23 rd September 2011	University of Calcutta, Kolkata	9 th September 2011
Pune	14 th to 18th November 2011	FTII, Pune	31 st October 2011
Thiruvananthapuram	November 2011 second fortnight*	Thiruvananthapuram*	31 st October 2011

* Dates & venue will be confirmed shortly.

- **Application form may be sent to VigyanPrasar by the following emails:**
sciencebroadcasting@vigyanprasar.gov.in,
sciencebroadcasting@gmail.com, sevaksindia@ymail.com
- **Address for sending application form along with registration fee:-**

Nimish Kapoor
Coordinator, Science Broadcasting Workshop
VigyanPrasar
Plot no. A 50, Sector 62
Noida – 201 309 (U.P.)

Phone: 0120 – 240 2009 (D), 2404430, 35 (Extn.: 205)

Application form

VigyanPrasar

Department of Science & Technology, Govt. of India

Regional Workshops on Science Broadcasting 2011

Please select the city where you wish to attend the regional workshop. You may select the one closest to your home/office:-

Lucknow (), Kolkata (), Thiruvananthapuram (), Pune ()

Name:

Address:

Phone:

E-mail id:

Age and date of birth:

Number of years of experience in TV / radio:

Number of productions in the last two year:

Institutional affiliation or media channel where you are working:

Position/designation in the organization:

A short note on how you will use the knowledge and skills gained in the workshop after your return to your workplace (Please use one A4 size page for short note).

Please send this application by e-mail to: sciencebroadcasting@vigyanprasar.gov.in,
sciencebroadcasting@gmail.com, sevaksindia@ymail.com

Regional Workshop on Science Broadcasting

Course Schedule (Draft)

Day	Session / time	Content
DAY 1	09:30-10:00	Registration, collection of workshop folder Informal introductions Settling down in the seminar hall
	Session 1: 10:00-11:00	Welcome address An introduction to the Workshop on Science Programming Inauguration of the workshop Opening ceremony
	<i>Coffee break</i>	
	Session 2: 11:00 – 11:45	Introductions of participants Discussion on timing and duration of sessions Discussion on the agenda and schedule What is science? A discussion Differences between popular perceptions and practitioner's views of science. Why report science?
	11:55 – 13:00	Philosophy and methods of science Comparison to the philosophy and methods of media Common ground between scientists and media professionals: Questions and their characteristics Characteristics of questions: A presentation Differences between the prioritisation of questions in science and media.

	<i>Lunch – 13:00 14:00</i>	
	Session 3: 14:00 – 15:30	Reporting by scientists – Comparison with the structures that media uses. Comparison of journals and magazines – primary and secondary sources.
	Coffee break	
	Session 4 16:00 - 17:30	Discussion on recent papers selected from Science, Nature and Current Science.
DAY 2	Session 5: 09:30 – 10:30	Summary of the previous day Problems in popularising and reporting science: Discussion on the ways to overcome the challenges. Distinction between science and technology Discussion on Covering Technology: Problems and solutions Content areas for science programming: meeting the information needs of target audiences.
	<i>Coffee break: Pin up the questions, topics for research</i>	
	Session 6: 11:00 – 12:30	Questioning the expert: applying the critical spirit of science to media Myths created by media – a presentation of some examples
	<i>Lunch</i>	
	Session 7: 13:30 – 15:00	Search and Research for content: Search Engines. Introduction to advanced methods and techniques Practical work in search and research methodologies Feedback and guidance Google Scholar – comparison with Google, Scirus
	<i>Coffee break – no networking – use the time for searching</i>	
	Session 8: 15:30-17:30	Searching in databases Searching in Directories Comparison of the values of searching in databases and through directories

		<p>Locating and evaluating experts, scientists</p> <p>Practical work in search and research methodologies</p> <p>Feedback and guidance</p> <p>Evaluating websites – credibility, authenticity, accuracy, acceptability. Practical work of evaluating</p>
Homework: Come back with more ideas for programmes		
DAY 3	<p>Session 9 09:00 – 10:30</p>	<p>Story telling – structure of story</p> <p>Dramaturgy – Fairy tales, three-act Plays and Hollywood films</p> <p>Role of emotions in science programmes</p>
	<i>Coffee break</i>	
	<p>Session 10: 11:00 – 12:30</p>	<p>Participants present ideas for programmes related to Science including Health, Agriculture/fisheries/forestry, environment, technology etc.</p> <p>Discussion and feedback for structuring ideas</p>
	<i>Lunch</i>	
	<p>Session 11 13:30 – 15:00</p>	<p>Participants present ideas for programmes related to Science including Health, Agriculture/fisheries/forestry, environment, technology etc.</p> <p>Discussion and feedback for structuring ideas</p>
	<i>Coffee and networking break</i>	
<p>Session 12 15:30-17:00</p>	<p>What kind of programmes?</p> <p>Genres and science programming</p> <p>Message, Masses, Media, Market</p>	
Homework: Write a science story or concept for radio/TV programmes or Come back with programming strategies to integrate scientific content in scheduling.		
DAY 4	<p>Session 13 09:00 – 10:30</p>	<p>Science policy and research</p> <p>Investment, performance in S & T: Comparison between countries</p> <p>Indian scientific scenario: need for science critics.</p>
	<i>Coffee break</i>	
	<p>Session 14 11:00 – 12:30</p>	<p>Writing, rewriting the script – tips on script editing</p>

	<i>Lunch</i>	
	Session 15 13:30 – 15:00	Presentation of stories by participants Screening of programmes and discussion
	<i>Coffee break</i>	
	Session 16 15:30-17:00	Briefing on the hand outs Discussion on follow up actions How to keep in touch and virtual networking
DAY 5	Session 17 09:00 – 10:30	Strengths of radio and TV: a comparison - Comparison of approaches to the same topic. Exploring synergies
	<i>Tea Break</i>	
	Session 18 11:00 – 12:30	Screening of programmes and discussion if time allows.
	<i>Lunch</i>	
	Session 19 14:30 – 15:00	Evaluation of the workshop and trainer
	<i>Tea Break and networking</i>	
	Session 20 15:30- 17:00	Closing Ceremony Distribution of certificates